



Lely Ireland - increasing sales revenue with Maximizer



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Richard Harris, Managing Director, Lely Ireland



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Key benefits:

- Ease of use and customisation
- Opportunity management functionality
- Employee usability and "buy-in"
- Information all stored centrally
- Support key customer relationships
- Sales opportunity management
- Flexibility.

About Lely Ireland

Lely Ireland Ltd is part of the Lely Group, one of the world's largest manufacturers of agricultural machinery. The Irish company has two divisions – agricultural machinery and professional grass (turf) care machinery – and sells its products through a network of dealers throughout Ireland.

Based in Co. Kildare, Lely Ireland currently has 22 employees, many of whom are sales staff who spend the majority of their time working remotely.

The challenge

Since the sales team at Lely Ireland spend much of their time on the road visiting dealers and end users, the management team required a customer relationship management (CRM) solution that would allow them to keep track of sales opportunities and ensure these were being maximised. A centrally controlled database would allow them to monitor the current position of any given lead

and enable them to forecast and plan effectively.

A centralised database was equally as important for the sales team themselves. Prior to this, customer details were kept on a third party database and individual sales leads held by the team member responsible. As a result, key upgrade dates for customers and sales opportunities were being missed.

With over 1,000 open sales leads on the go at any one time, implementing a single unified business system was seen to be essential to allow employees to access and use the information at any time, whether in the office or working remotely.

Making it easier

In addition to this, the management team at Lely Ireland recognised that any system implemented needed to be intuitive and easy to use. Richard Harris, Managing Director at Lely Ireland comments: *"Employee buy-in is vital when changing a company's work practices – particularly*

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Richard Harris, Managing Director, Lely Ireland

when dealing with sales people. We had already identified the need for a centralised CRM solution, but we were keen to implement one that the sales team saw as easing their jobs rather than adding unnecessary administration."

Lely Ireland was clear on what it wanted out of a CRM solution and how the right system could add significant value to the company. It needed to find the best business partner to help it achieve this and therefore conducted an evaluation of CRM providers at the end of 2007 in consultation with Maximizer Software certified business partner in Ireland, Software Support Systems.

Opportunity Management

During the summer of 2008, Lely Ireland rolled out Maximizer Software's CRM solution to its entire sales team. Major factors that Lely Ireland took into account when deciding in favour of Maximizer included ease of use and customisation, flexibility, and opportunity management functionality – and it has more than lived up to expectations.

"Anyone can easily get to grips with Maximizer. The system is now an important tool for the whole sales team and the feedback they are giving has been entirely positive. It is now very much an integral part of their day to day activities," Harris says.

"In addition to this, the system's adaptability allowed us to customise the solution to meet our precise needs. Every organisation is different, with individual issues to resolve, ways of working and reporting and so on – and Maximizer CRM excels in terms of flexibility and the way in which can be tailored."

For example, Maximizer CRM was able to meet a specific requirement of Lely Ireland through the Maximizer add-on application, Synergy, which allows the

company to record and monitor the machines that are supplied to end users.

Custom Benefits

Karl Manweiler at Software Support Systems comments, *"Lely Ireland needs to be able to develop and maintain a direct relationship with the end users of its machinery. Through the Synergy application linked to the central customer database built in the Maximizer CRM solution, the sales team can monitor the machine product numbers, when they were supplied, and through which dealer, together with warranty expiry dates. This creates sales opportunities by highlighting when upgrades are necessary or machines need replacing."*

The results

The impact of Maximizer CRM and Synergy has been significant, supporting staff to help increase business activity for Lely Ireland as well as allowing the management team to intelligently track progress.

Harris says, *"For a business such as ours, it is important to maintain relationships with end users in order to retain them as long-term customers. Through Maximizer CRM, the team is able to target end users at the relevant time, increasing sales revenue and driving organic growth."*

"Our teams are keeping their records up to date and managing their sales opportunities very effectively – a sure sign that they appreciate and value the benefits the solution provides. From a management perspective, we now have full sight of all sales and lead activity, irrespective of where it is in the process, right at our fingertips."

The future

Lely Ireland plans to further develop its use of solution over the next year. This

could include utilising Maximizer's mobile CRM offering – MaxMobile – as well as giving the customer care team access to the system. Harris concludes: *"Maximizer CRM has already added real value to our business operation and we intend to build on this. It epitomises what CRM should be – a customisable, easy to use, full service solution."*





About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises.

Simple, easy to use and affordable, Maximizer CRM enables companies to mobilise their workforces through all-access web, smart phone, tablet and desktop delivery methods.

Easily configurable for organisations in any industry, Maximizer CRM optimises sales processes, enhances marketing initiatives and improves customer service to ultimately boost productivity and revenue.

With headquarters in Canada and offices and business partners worldwide, Maximizer Software has sold over one million licenses to more than 120,000 customers since 1987.

Certified Solution Provider



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Technology Partners



Maximizer CRM

Maximizer CRM helps small and medium-sized businesses maximise sales, customer satisfaction and profitability through increased business productivity and optimisation of limited resources.

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- Access Options through web, desktop, smart phones and tablets
- Value for money with low total cost of ownership
- Expertise as a leader in pioneering CRM development, with more than 20 experience.

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